

June 18, 2003

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**ROCK THE VOTE MARKETING SERVICES
- AMENDMENT NO. 1**

**(ALL SUPERVISORIAL DISTRICTS AFFECTED)
(3 VOTES REQUIRED FOR APPROVAL)**

IT IS RECOMMENDED THAT YOUR BOARD:

Delegate authority to the Executive Director of the Human Relations Commission to execute a forthcoming Amendment No. 1 to Agreement No. 73991, with Rock the Vote to amend the Scope of Work and decrease the maximum contract obligation accordingly, upon review and approval by County Counsel.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the agreement with Rock The Vote (RTV) is to advance the strategic focus on youth of the county's Human Relations Commission (Commission), through a comprehensive, multi-year advertising and social marketing campaign aimed at reaching teens in high schools countywide, and engaging them in projects, programs and activities that will combat hate and promote positive human relations skills and learning.

The Commission and RTV have arrived at an understanding that in order to complete certain contract deliverables within the necessary timeframe, these deliverables need to be secured through other vendors. As a result, this amendment is necessary to allow for these deliverables to be omitted from the agreement and secured through a different provider.

Implementation of Strategic Plan Goals

The recommended Board action promotes and furthers the Board-approved County Vision Statement (particularly with respect to diversity as a value) and Strategic Plan Goals of Service Excellence, Fiscal Integrity, and Organizational Effectiveness.

It also furthers the Commission's strategic goal of building human relations infrastructure for youth and in the schools.

FISCAL IMPACT/FINANCING

The original contract amount of \$320,000 is fully covered by a Productivity Investment Fund grant of \$370,000, and an Information Technology Fund grant of \$36,400 with a \$13,600 contingency (for development and maintenance of an interactive youth-oriented website), and thus does not draw any funds from this department's general fund. The department will continue to raise additional funds for the youth public education campaign through a variety of strategies. However, the department will incur only those expenditures for which revenue has been obtained from outside the department's general fund monies. No increase in net County cost is required or anticipated as a result of the recommended action.

The proposed amendment would decrease the maximum contract obligation by approximately \$49,000, dependent on the changes required in the Scope of Work.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The agreement and amendment are authorized by California Government Code Section 26227. The amendment will be reviewed and approved by County Counsel and the Chief Administrative Officer.

The agreement is to expire on May 14, 2004. The County has the option to extend the contract term for up to four additional twelve-month periods, for a maximum total contract term of six years. Any extension may be exercised by the Commission Executive Director, upon approval by County Counsel.

CONTRACTING PROCESS

In August 2001, a Request for Proposals (RFP) was released to the Department of Health Services' database of marketing firms. The RFP was also posted on the County's Small Business Procurement Web Site, as is required by Board order 59 of July 18, 2000. Three (3) proposals were received by the September 12, 2000^h deadline, and were reviewed for compliance with the RFP criteria by an Evaluation Panel. All were checked and cleared of any relationships that might create a conflict of interest.

In January 2002, discussions began with Rock the Vote, the top-ranked proposer, to determine potential scope of work and timeline.

In February 2002, Rock the Vote made an initial presentation to the Commission. In March 2002, upon recommendation by the Commission's Executive Director and staff, the Commission voted to recommend contracting with Rock the Vote to your Board. The agreement was approved on May 14, 2002.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of this amendment would assist the securing of crucial deliverables, thus enabling the Commission to utilize the power of the media to set a new tone, and to connect with teens countywide on issues that they grapple with each day. More importantly, this campaign would not rely solely upon an image or brief message in a public service announcement to make change in youth attitudes or behavior. Rather, it would give them the chance to spend more time and energy on the issues, via an interactive website and activities organized by school and community organizations. The campaign would allow them to gain knowledge and skills about successfully navigating in a complex, multicultural society. It could change attitudes and behavior for better human relations in a way that government-private partnerships have already done successfully for better public health (anti-tobacco and drug campaigns).

CONCLUSION

The Executive Officer is requested to return one stamped copy of the approved Board letter and its attachments, and two signed copies of the Contract to the Commission on Human Relations.

Respectfully submitted,

Robin S. Toma
Executive Director
Commission on Human Relations

Attachments (1)
Contract, with attachments

c: David E. Janssen, Chief Administrative Officer
Jon W. Fullinwider, Chief Information Officer
Lloyd W. Pellman, County Counsel
Rev. Zedar E. Broadous, Commission President